

09/257,208  
AM9-98-093



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#U/B  
7-17-02  
B. Hilliard

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**In re Application of:**

Dryer et al.

**Serial No.:** 09/257,208

**Group Art Unit:** 2174

**Filed:** February 25, 1999

**Examiner:** Sax, S.

**For:** METHOD AND SYSTEM FOR REAL-TIME DETERMINATION OF A  
SUBJECTS INTEREST LEVEL TO MEDIA CONTENT

Honorable Assistant Commissioner of Patents  
Washington, D.C. 20231

**RECEIVED**

JUL 15 2002

**AMENDMENT UNDER 37 C.F.R. §1.111**

**Technology Center 2100**

Sir:

In response to the Office Action dated April 12, 2002, please amend the above-identified application as follows:

**IN THE CLAIMS:**

**Please amend the claims as follows:**

- Sub  
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- 1 1. (Amended) A system for unobtrusively detecting a subject's level of interest in media  
2 content, comprising:  
3 means for detecting, in real time, an object of said subject's attention;  
4 means for measuring a subject's relative arousal level; and  
5 means for combining information regarding said subject's arousal level and attention to  
6 infer a level of interest.